This is not a customer document and is intended for Financial Advisers only

Key Information Document explanation

There are 9 sections in the new Key Information Document (KID):

- Purpose
- Product
- What is this product?
- What are the risks and what could I get in return?
- What happens if Irish Life Assurance plc is unable to pay out?
- What are the costs?
- How long should I hold it and can I take money out early?
- How can I complain?
- Other relevant information

These sections as they appear in the KID and a brief explanation of each are set out below.

Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and help you compare it with other products.

This section is prescribed text setting out what the KID is trying to do.

Product

Irish Life Investment Bond with the Indexed World Equities Fund, manufactured by Irish Life Assurance plc (www.irishlife.ie). If you would like further information on this product you can call us on 01 704 1010.

Irish Life Assurance plc is regulated by the Central Bank of Ireland. This document was produced on 21 November 2017.

You are about to purchase a product that is not simple and may be difficult to understand.

This section shows the product name, and the name of the underlying fund covered by the KID. It also provides information about the PRIIP manufacturer and the relevant regulatory authority. Where needed, the section also provides a comprehension alert for consumers.

What is this product?

Type: Irish Life Investment Bond is a lump sum life insurance investment plan. Your investment is used to buy units in the Indexed World Equities Fund. The value of your investment is then linked to the value of the units in this fund, and may go down as well as up over time.

Objectives: The Indexed World Equities Fund aims to achieve returns in line with world shares. The fund tracks the FTSE World Index. The fund aims to perform in line with global equity markets.

Intended retail investor: This investment might suit you if you want to invest €20,000 or more and you are prepared to stay invested for at least 5 years to give your investment time to achieve its growth potential. There is no maturity date on this product. As with all investment funds the value of your investment can go up and down, particularly over shorter periods of time. So you could get back less than you put in.
This product is available to anyone living in the Republic of Ireland and aged 18 or over.

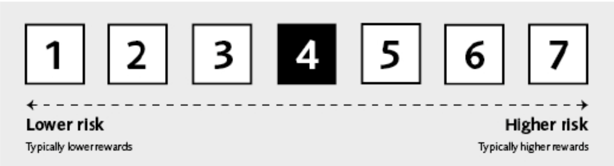
Insurance benefits and costs: If you die while you have your plan, Irish Life will pay 100.10% of the value of your fund, less the appropriate tax. There is no extra charge for this benefit.

This sections provides information on

- The type of PRIIP and product and how it operates
- The objective of the PRIIP and fund and the main drivers of return
- The consumer types the PRIIP is aimed at and the target market, and details of the term of the PRIIP
- Information on any death benefits payable

What are the risks and what could I get in return?

Risk Indicator



The risk indicator assumes you keep the product for 7 years.

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you.

We have classified this product as 4 out of 7, which is a medium risk class. This rates the potential losses from future performance at a medium level. This product does not include any protection against future market performance so you could lose some or all of your investment.

The assets in this fund may be used for the purposes of securities lending in order to earn an additional return for the fund. While securities lending increases the level of risk within the fund it also provides an opportunity to increase the investment return.

The start of this section provides information on the risks of the PRIIP and fund, and this is shown in the “Summary Risk Indicator” (SRI). The SRI is shown on a 7 point scale, with 1 representing lower risk funds and 7 representing higher risk funds.

The SRI combines a measurement of both market risk and credit risk. The Market Risk Measure (MRM) is essentially a measure of the fund’s historic volatility using data from the previous 5 years. The Credit Risk Measure (CRM) is assessed when the return on the PRIIP or fund depends on the creditworthiness of an underlying party. The MRM and CRM are combined to give the SRI shown on the KID.

Liquidity risk, where applicable, will also be covered in this section by way of a narrative description. Any other material risks not covered by the SRI will be noted here as well.

It is important to note that the scale used for the SRI is different to both the existing Irish Life and ESMA scales, both of which also use a rating from 1 to 7. To avoid confusion and so as not to conflict with the SRI shown in the KID, the Irish Life risk scale has been relabelled IL1 to IL7.

Performance Scenarios

Investment €10,000		1 year	4 years	7 years (Recommended holding period)
Survival Scenarios				
Stress scenario	**What you might get back after costs**	€3,978	€4,489	€3,390
	Average return each year	-60.22%	-18.15%	-14.32%
Unfavourable scenario	**What you might get back after costs**	€8,875	€10,396	€12,917
	Average return each year	-11.26%	0.98%	3.72%
Moderate scenario	**What you might get back after costs**	€10,485	€14,500	€20,051
	Average return each year	4.85%	9.73%	10.45%
Favourable scenario	**What you might get back after costs**	€12,361	€20,177	€31,055
	Average return each year	23.61%	19.18%	17.57%
Death Scenario				
Death benefit	**What your beneficiaries might get back after costs**	€10,496	€14,514	€20,071

The table shows the money you could get back over the next 7 years, under different scenarios, assuming that you invest €10,000. The scenarios shown illustrate how your investment could perform. You can compare them with the scenarios of other products. The death benefit shown represents the death benefit that would be paid under the moderate scenario. The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the product. The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the situation where we are not able to pay you.

The figures shown include all the costs of the product itself, and include the costs we pay to your adviser or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back. The current government levy on life insurance investments is 1% and is included in the figures shown. Under current Irish tax law; tax is also payable on returns made on this investment. This tax is not included in the figures shown. The tax rate on returns is currently 41%.

The performance scenarios are based on the past performance of the fund for a period of up to 5 years. You should be aware that, where there has been very good investment performance over this period, the performance scenarios (other than the stress scenario) will show very good future returns but where there has been poor investment performance over this period, the performance scenarios will change and show a lower range of potential future returns.

The remainder of this section shows Performance Scenarios and a projection of expected values for the assumed €10,000 investment for a single premium investment, or €1,000 per annum for regular savings. Figures are shown at the end of year 1, at the end of the recommended holding period (typically 7 years for Irish Life funds) and half the recommended holding period, rounded up.

The performance scenarios and future projections will typically use a 5 year history of returns to determine expected future returns – thus future projections depend on past experience. The favourable, moderate and unfavourable scenarios show the 90th, 50th and 10th percentiles for the calculated expected future returns. The stress scenario assumes an average return of 0% and extreme volatility. The assumption of a 0% average return for the stress scenarios means that for certain funds, the expected returns in the stress scenario will be higher than under the favourable, moderate and unfavourable scenarios. This is a result of the different assumption used for the different projections.

As the returns and performance scenarios are based on figures from the previous 5 years, they will change from year to year. This means that as the KID is updated each year, the performance scenarios and projections will show different figures and may not be consistent or in line with the figures shown in prior KIDs. The projections will also be different to the projections shown in the CIN which are based on assumptions for future returns by asset class and type.

The figures shown in this section are net of all costs, including the government levy. Exit tax is not allowed for in the projections.

What happens if Irish Life Assurance plc is unable to pay out?

Irish Life Assurance plc (Irish Life) is part of the Great-West Lifeco group of companies - one of the world's leading and most secure life assurance organisations. We have a strong record for financial strength and stability. We operate a low risk business model, with a range of safeguards in place for our customers.

Irish Life will own and invest the assets in your chosen fund on your behalf. These assets are appropriately ring-fenced and protected. The value of your plan will reflect the value of the underlying assets we have invested in. In the unlikely event of insolvency of Irish Life, these assets must be used to pay the claims of our plan owners.

There is no statutory compensation scheme for life assurance companies in Ireland.

This section set out a brief description of whether a potential loss is covered by a compensation or guarantee scheme, and if so, which risks are covered and which are not.

What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs. The amounts shown here are the cumulative costs of the product itself, for three different holding periods. They include potential early exit penalties. The figures assume you invest €10,000. The figures are estimates and may change in the future.

Costs Over Time

Investment €10,000	If you cash in after 1 year	If you cash in after 4 years	If you cash in after 7 years (recommended)
Total costs	€754	€1,348	€2,169
Impact on return (RIY) per year	8.42%	3.48%	2.76%

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

The start of this section shows the costs associated with the PRIIP. The costs shown are based on the “moderate” performance scenario from the earlier table of performance scenarios and the stated notional premium or investment. The costs include all one-off, recurring and incidental costs, direct and indirect transaction costs, and if applicable, entry and exit changes. The costs are based on an analysis of the PRIIP’s costs over the previous 3 years.

The table in this section shows both the monetary amount of the total costs over the applicable holding period, and also the impact on the return – the “Reduction in Yield” (RIY). The RIY is not the amount or level of costs, but instead represents the impact the costs have on the return on the PRIIP. This means that the RIY will be impacted by the expected return shown in the Performance Scenarios – higher expected returns will lead to a higher RIY than lower expected returns.

Composition of Costs

The table below shows the impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period and what the different cost categories mean.

This table shows the impact on return per year			
One-off costs	**Entry costs**	0.97%	The impact of the costs you pay when entering your investment. Please note that allowance has been made in the entry costs for the government levy of 1% on investments.
	Exit costs	0.00%	The impact of the costs of exiting your investment. This does not include the exit tax that you may pay. The current rate of exit tax is 41%.
Ongoing costs	**Portfolio transaction costs**	0.02%	The impact of the costs of us buying and selling underlying investments for the product.
	Other ongoing costs	1.77%	This includes the impact of the costs we take each year for managing your investments and the costs of distribution of your product.
Incidental costs	**Performance fees**	0.00%	The impact of performance fees.
	Carried interests	0.00%	The impact of carried interests.

The second part of this section is a table which breaks down the RIY for the recommended holding period between different cost types:

- Entry costs include the 1% government levy and any allocation charges. These are paid in full at the start of the plan.
- Exit Costs show the impact of any surrender penalties. The exit costs on the KID will generally be zero because it is assumed that the investment will be held for the recommended holding period.
- Portfolio Transaction Costs are the normal additional expenses and taxes that are incurred by any investor including ILIM trading directly in an asset. They include items like stamp duty and stockbroker fees for the execution of trades.
- Ongoing Charges will be made up predominantly of the Irish Life charge which covers the cost of setting up and administering the plan and any sales/commission costs deducted by Irish Life and paid to brokers and advisers. Policy fees and other plans charges will be included. Investment management charges will also be shown here. Some other expenses associated with holding investments are also included, for example custodian fees, bank charges, and property repairs and property loan expenses in the case of property funds.
- If Performance fees have been applied to the PRIIPs or fund over the past three years they will be shown here. If there have been no performance fees taken over the past three years then this figure will be 0%, even if they could apply in the future.
- Carried interest relates to accruals for expenses incurred but not yet deducted. This will be 0% for all Irish Life funds.

How long should I hold it and can I take money out early?

This investment is designed for an investment period of 5 years or more. The recommended holding period is 7 years to give your investment time to achieve its growth potential but you can stay invested for as long as you like.

You can withdraw all or part of your investment at any time. We will reduce the value of your investment by the amount we pay you plus any appropriate tax due. There are no exit charges on this product.

The minimum you can cash in is €200 (after tax) and the value of your investment after you cash in any of your plan must be at least €1,000. You will have to pay tax on any profit you make.

If, after taking out this investment, you feel that it is not suitable, you will have 30 days from the day we send you your investment documents to change your mind. If you cancel the plan within 30 days, all benefits will end and we will refund your investment less any fall in the value of your investment that may have taken place during the 30-day period.

This section notes any minimum holding period, and the recommended holding period and how it was set. There is also wording on the potential implications under the PRIIP if the policy or investment is surrendered or cashed-in before maturity or any other relevant period. It also notes any applicable cooling-off or cancellation period.

How can I complain?

Our Customer Service Team operate an internal complaints procedure and any complaints you may have will be fully reviewed by them. If you want to talk to us, phone us on 01 704 1010. In the interest of customer service, we will record and monitor calls.

Alternatively, you can write to us at Customer Service Team, Irish Life Assurance plc, Irish Life Centre, Lower Abbey Street, Dublin 1 or email us at customerservice@irishlife.ie.

The section states how and to whom complaints can be made.

Other relevant information

There are other fund options available on this product. The level of risk, potential performance and costs over time will depend on the fund you choose. Before investing in one of the other fund options please read the Key Information Document for that fund option which is available to view on www.irishlife.ie/key-information-documents.

You will receive the following additional information after you sign an application form:

* Your Plan Schedule which sets out the key details of your plan.
* A Terms and Conditions booklet.
* A customer specific Customer Information Notice issued in accordance with the Life Assurance (Provision of Information) Regulations, 2001.

This section is a brief description of any additional information or other relevant documents, but excluding marketing materials.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.